

ESTTA Tracking number: **ESTTA607398**

Filing date: **06/02/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91215813
Party	Plaintiff Crystalline Management, LLC, Najat Kanache
Correspondence Address	ROBERT BG HOROWITZ BAKER & HOSTETLER LLP 45 ROCKEFELLER PLAZA, 14TH FLOOR NEW YORK, NY 10111 UNITED STATES rhorowitz@bakerlaw.com, ejoyce@bakerlaw.com, nydocketing@bakerlaw.com
Submission	Motion to Amend Pleading/Amended Pleading
Filer's Name	Robert B.G. Horowitz
Filer's e-mail	rhorowitz@bakerlaw.com, ejoyce@bakerlaw.com, nydocketing@bakerlaw.com
Signature	/Robert B.G. Horowitz/
Date	06/02/2014
Attachments	CRONUT - First Amended Notice of Opposition_Part 1.pdf(932857 bytes) CRONUT - First Amended Notice of Opposition_Part 2.pdf(2530365 bytes) CRONUT - First Amended Notice of Opposition_Part 3.pdf(2042989 bytes) CRONUT - First Amended Notice of Opposition_Part 4.pdf(2542841 bytes) CRONUT - First Amended Notice of Opposition_Part 5.pdf(2511856 bytes) CRONUT - First Amended Notice of Opposition_Part 6.pdf(2468054 bytes) CRONUT - First Amended Notice of Opposition_Part 7.pdf(2411272 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NAJAT KAANACHE and)
CRYSTALLINE MANAGEMENT, LLC,)

Opposers,)

v.)

INTERNATIONAL PASTRY)
CONCEPTS LLC and)
DOMINIQUE ANSEL,)

Applicants.)

Opposition No.:

FIRST AMENDED NOTICE OF OPPOSITION

In the matter of the application of INTERNATIONAL PASTRY CONCEPTS LLC and DOMINIQUE ANSEL (hereinafter referred to as "Applicants") for registration of the designation CRONUT (hereinafter "CRONUT") in International Class 30 for "Bakery desserts; Bakery goods; Bakery goods and dessert items, namely, cheesecakes for retail and wholesale distribution and consumption on or off the premises; Bakery goods, namely, croissant and doughnut hybrid; Bakery products; Bakery products, namely, sweet bakery goods; Beverages made of coffee; Beverages made of tea; Beverages with a chocolate base; Beverages with a coffee base; Biscuits; Biscuits and bread; Biscuits, tarts, cakes made with cereals; Bread and buns; Bread and pastry; Bread doughs; Bread mixes; Bread rolls; Bread sticks; Brioches; Cake doughs; Cake icing; Cake mixes; Cakes; Chocolate for confectionery and bread; Cocoa-based beverages; Cocoa-based ingredient in confectionery products; Coffee based beverages; Coffee

beverages with milk; Coffee-based beverages; Coffee-based iced beverages; Confectioneries, namely, snack foods, namely, chocolate; Confectionery chips for baking; Cookie dough; Cookie mixes; Cookies; Croissants; Doughnuts; Edible cake decorations; Edible decorations for cakes; Edible flour; Food package combinations consisting primarily of bread, crackers and/or cookies; Instant doughnut mixes; Macaroons; Madeleines; Mixes for bakery goods; Muffin mixes; Muffins; Pastries; Pastry dough; Pastry mixes; Prepared cocoa and cocoa-based beverages; Prepared coffee and coffee-based beverages; Scones”, Serial No. 85936327 filed May 19, 2013, based upon a date of first use of May 10, 2013, which was published in the Official Gazette of the United States Patent and Trademark Office on December 10, 2013, NAJAT KANACHE, a citizen of Spain and CRYSTALLINE MANAGEMENT LLC, a limited liability company formed under the laws of Michigan (hereinafter referred to as "Opposers"), both located at 335 Paluxy Drive, Irving, Texas 75039, believe they will be damaged by registration of the designation CRONUT in said trademark application and hereby opposes the same.

The grounds for the opposition are as follows:

1. The term CRONUTS was coined, created and first used by Opposers, as a contraction of “creative donuts” and does not have any meaning in the English language or any other language as applied to Opposers’ sweet and savory donuts.
2. Opposers adopted and began using the trademark CRONUTS for sweet and savory doughnuts for goods sold in intrastate commerce before Applicants commenced using, and applied to register, the designation CRONUT for their goods.

3. Opposers have applied to register their CRONUTS mark, which is the subject of pending U.S. Application 85961168 filed on June 17, 2013, for “baked goods, namely, sweet donuts and savory donuts” in Class 30 (“the 168 application”), based upon an intention to use.

4. Opposers also filed on July 12, 2013, an application to register CRONUTS for “downloadable publications featuring recipes” in Class 9, “publications featuring recipes” in Class 16 and “non-downloadable publications featuring recipes” in Class 41, which is the subject of pending application SN 86008577 (“the 577 application”), also based upon an intention to use.

5. Applicants’ designation CRONUT is substantially identical to Opposers’ CRONUTS mark.

6. The goods set forth in Applicants’ CRONUT application include “doughnuts” which encompasses all types of doughnuts and thus are identical to Opposers’ goods.

7. The goods set forth in Applicants’ CRONUT application are, or will be, advertised, promoted, sold and distributed to customers who are the same customers to which Opposers said CRONUTS donuts are advertised and sold.

8. Applicants’ CRONUT application has been cited as a potential block against the ‘168 application because of confusing similarity.

Count I – Likelihood of Confusion – Section 2(d) of the Lanham Act

9. Opposers are users of the CRONUTS mark for sweet and savory donuts with rights prior to any rights Applicants may claim in the designation CRONUT.

10. Prospective and actual customers for Applicants’ CRONUT goods who

are familiar with Opposers and their CRONUTS goods will likely be confused, mistaken or deceived as to the source, origin, affiliation, connection or association of Applicants' goods, or suffer reverse confusion, mistake or deception that Opposers are junior users of their CRONUTS mark.

11. Registration of Applicants' designation CRONUT thus will damage Opposers within the meaning of Section 2 (d) of the Lanham Act, 15 U.S.C. Section 1052 (d).

Count II – Descriptiveness – Section 2(e)(1) Lanham Act

12. Opposers repeat and reallege paragraphs 1 through 11 as though fully set forth herein.

13. On September 27, 2013; the U.S. Patent and Trademark Office issued a refusal to register Applicant's CRONUTS mark in the '577 application on the basis that the mark is descriptive. In support of the refusal to register the U.S. Patent and Trademark Office Examining Attorney handling said application stated:

The term CRONUT refers to a hybrid donut / croissant. See attached evidence from *Wikipedia* and various third party websites consisting of news articles and recipes about how to make cronuts. For example, the following articles state:

“ Make your own Cronuts: DIY manual allows food-craze fans to avoid the lines by making their own sugary treats at home” See <http://www.dailymail.co.uk/news/article-2389350/Cronut-recipe-Avoid-linesstay-home-Cronuts-masses.html#ixzz2g8lCZwBb>

“How to make Cronuts” See <http://sortedfood.com/#!/cronuts/> “ Cronuts are a mix between a croissant and a doughnut/donut, and are the most gorgeous sweet treats that have been taking over Manhattan and London for the last couple of months”

Therefore, applicant's mark refers to a particular type of baked goods – a hybrid donut / croissant – that would be the subject matter of the recipes in the context of applicant's goods and/or services. Applicant also has a

co-pending application for CRONUTS for baked goods (U.S. Ser. No. 85961168), which suggests that applicant is aware that CRONUTS are a type of baked goods.

For the reasons stated above, the proposed mark merely describes the subject matter of applicant's recipes, which are the subject matter of applicant's goods and services and registration on the Principal Register must be refused under Trademark Act Section 2(e)(1).

A true, accurate and correct copy of said Office Action is annexed as Exhibit 1 hereto.

14. On information and belief, CRONUT as applied to Applicants' "Bakery goods, namely, croissant and doughnut hybrid" in their CRONUT application is merely descriptive and does not qualify for registration on the Principal Register as per Section 2(e)(1) of the Lanham Act.

15. Opposers' CRONUT application should, therefore, be denied registration on the Principal Register because of descriptiveness.

Count III – Lack of Bona Fide Use in Commerce – Section 1(a) Lanham Act

16. Opposers repeat and reallege paragraphs 1 through 15 as though fully set forth herein.

17. On information and belief, at the time of filing their application to register CRONUT, Applicants had not used in interstate commerce the mark for the goods listed in their application.

18. Opposers are being damaged by the United States Patent and Trademark Office's acceptance of Applicants' CRONUT application. Accordingly, registration of the mark should be refused due to nonuse of the mark at the time the application was filed, under Section 1(a) of the Trademark Act.

Count IV – Misuse of registration symbol- Section 29 of the Lanham Act

19. Opposers repeat and reallege paragraphs 1 through 18 as though fully set forth herein.

20. On January 14, 2014, the United States Patent and Trademark Office issued to Applicants Registration No. 4465439 for CRONUT.

21. On February 21, 2014, the United States Patent and Trademark Office sent to Applicants' counsel, Candice S. Cook, Esq., a written communication advising that said trademark registration issued due to a clerical error and was, therefore, canceled.

22. Notwithstanding Ms. Cook's receipt of such notice Applicants, through Ms. Cook acting on their behalf, sent to Opposers' counsel a letter dated April 4, 2014, accusing Opposers of infringing upon Applicants' rights, claiming that "the Dominique Ansel Bakery (the "D.A. Bakery") has registered the trademark Cronut™".

23. Applicants also are using the registration symbol in connection with CRONUT on their website at www.dominiqueansel.com. A true, accurate and correct copy of a page from that website showing such use of the registration symbol is attached as Exhibit 2.

24. On information and belief, Applicants are intentionally misusing the registration symbol in an attempt to deceive the public into believing their CRONUT mark is registered and also are wrongfully asserting CRONUT is registered in their enforcement efforts.

Count V – Fraud upon the United States Patent and Trademark Office

25. Opposers repeat and reallege paragraphs 1 through 24 as though fully set

forth herein.

26. At the time of filing their application to register CRONUT, Applicants, through their attorney Candice S. Cook, Esq., stated in a declaration to the U.S. Patent and Trademark Office as follows:

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

27. On information and belief, at the time Ms. Cook signed said declaration, Applicants had not used the CRONUT mark for the goods in their application.

28. At the time Ms. Cook signed said declaration, her statement that the mark was in use for all of the goods was a false representation about a material fact.

29. On information and belief, Ms. Cook knew that the representation she made was false, as did Applicants.

30. On information and belief, the statement that the mark was made in connection with all of the goods in the application was intended to deceive the United States Patent and Trademark Office.

31. On information and belief, Applicants knowing of the falsity of their misrepresentation, never took any steps with the United States Patent and Trademark

Officer to correct their misrepresentation.

32. On information and belief, the United States Patent and Trademark Office reasonably relied upon the misrepresentation, and as a result published the CRONUT application for opposition purposes.

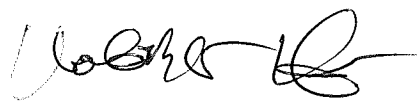
33. Opposers, having to oppose the CRONUT application, are being damaged as a result of Applicants' misrepresentation.

WHEREFORE, Opposers pray that this opposition be sustained and that application Serial No. 85936327 be refused registration.

Respectfully submitted,

BAKER & HOSTETLER LLP

Dated : New York, N.Y.
June 2, 2014

By: 
Robert B.G. Horowitz
Attorneys for Opposer
45 Rockefeller Plaza
New York, N.Y. 10111
(212) 589-4200

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing First Amended Notice of Opposition and Exhibits were served by first class mail, postage prepaid, this 2nd day of June, 2014 in an envelope addressed to Applicant, as follows:

Candice S. Cook, Esq.
Ca-Co Global Inc. / The Cook Law Group
77 Water Street, 8th Floor
New York, New York 10005



Eileen Joyce

EXHIBIT 1

To: Najat Kaanache (rhowitz@bakerlaw.com)

Subject: U.S. TRADEMARK APPLICATION NO. 86008577 - CRONUTS - 48472.04

Sent: 9/27/2013 6:06:30 PM

Sent As: ECOM101@USPTO.GOV

Attachments: [Attachment - 1](#)
[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)
[Attachment - 6](#)
[Attachment - 7](#)
[Attachment - 8](#)
[Attachment - 9](#)
[Attachment - 10](#)
[Attachment - 11](#)
[Attachment - 12](#)
[Attachment - 13](#)
[Attachment - 14](#)
[Attachment - 15](#)
[Attachment - 16](#)
[Attachment - 17](#)
[Attachment - 18](#)
[Attachment - 19](#)
[Attachment - 20](#)
[Attachment - 21](#)
[Attachment - 22](#)
[Attachment - 23](#)
[Attachment - 24](#)
[Attachment - 25](#)
[Attachment - 26](#)
[Attachment - 27](#)
[Attachment - 28](#)
[Attachment - 29](#)
[Attachment - 30](#)
[Attachment - 31](#)
[Attachment - 32](#)
[Attachment - 33](#)
[Attachment - 34](#)

[Attachment - 35](#)
[Attachment - 36](#)
[Attachment - 37](#)
[Attachment - 38](#)
[Attachment - 39](#)
[Attachment - 40](#)
[Attachment - 41](#)
[Attachment - 42](#)
[Attachment - 43](#)
[Attachment - 44](#)
[Attachment - 45](#)
[Attachment - 46](#)
[Attachment - 47](#)
[Attachment - 48](#)

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

U.S. APPLICATION SERIAL NO. 86008577

MARK: CRONUTS

86008577

CORRESPONDENT ADDRESS:

ROBERT B.G. HOROWITZ, ESQ.
BAKER & HOSTETLER LLP
45 ROCKEFELLER PLZ FL 14
NEW YORK, NY 10111-0100

CLICK HERE TO RESPOND TO
<http://www.uspto.gov/trademarks/teas/r>

APPLICANT: Najat Kaanache

CORRESPONDENT'S REFERENCE/DOCKET NO :

48472.04

CORRESPONDENT E-MAIL ADDRESS:

rhorowitz@bakerlaw.com

FIRST OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 9/27/2013

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant

must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

1. **Refusal: Mark is Merely Descriptive: Subject Matter of Publication**
2. **Requirement: Information Requirement**
3. **Advisory: Prior Pending Application**

Applicant must respond to the following refusals and/or requirements.

1. SECTION 2(e)(1) REFUSAL - MERELY DESCRIPTIVE

Registration is refused because the applied-for mark merely describes the subject matter of applicant's publication. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.02. A term that describes the subject matter of a publication is merely descriptive under Trademark Act Section 2(e)(1). *See H. Marvin Ginn Corp. v. Int'l Ass'n of Fire Chiefs, Inc.*, 782 F.2d 987, 228 USPQ 528 (Fed.Cir. 1986); *In re Taylor & Francis [Publishers] Inc.*, 55 USPQ2d 1213 (TTAB 2000) (holding PSYCHOLOGY PRESS merely descriptive of books in the field of psychology); *In re Waverly Inc.*, 27 USPQ2d 1620 (TTAB 1993) (holding MEDICINE merely descriptive of a journal); *In re Women's Publ'g Co.*, 23 USPQ2d 1876 (TTAB 1992) (holding DECORATING DIGEST merely descriptive for a magazine); *In re Oriental Daily News, Inc.*, 230 USPQ 637 (TTAB 1986) (holding Chinese characters meaning ORIENTAL DAILY NEWS merely descriptive of a newspaper).

Applicant's mark is **CRONUTS** in standard characters for the following publications:

Class 9: Downloadable publications featuring recipes

Class 16: Publications featuring recipes

Class 41: Non-downloadable publications featuring recipes

The term CRONUT refers to a hybrid donut / croissant. See attached evidence from *Wikipedia* and various third party websites consisting of news articles and recipes about how to make cronuts. For example, the following articles state:

"Make your own Cronuts: DIY manual allows food-craze fans to avoid the lines by making their own sugary treats at home" See <http://www.dailymail.co.uk/news/article-2389350/Cronut-recipe-Avoid-lines-stay-home-Cronuts-masses.html#ixzz2g8ICZwBb>

"How to make Cronuts" See <http://sortedfood.com/#!/cronuts/> "Cronuts are a mix between a croissant and a doughnut/donut, and are the most gorgeous sweet treats that have been taking over Manhattan and London for the last couple of months"

Therefore, applicant's mark refers to a particular type of baked goods – a hybrid donut / croissant - that would be the subject matter of the recipes in the context of applicant's goods and/or services. Applicant also has a co-pending application for CRONUTS for baked goods (U.S. Ser. No. 85961168), which suggests that applicant is aware that CRONUTS are a type of baked goods.

For the reasons stated above, the proposed mark merely describes the subject matter of applicant's recipes, which are the subject matter of applicant's goods and services and registration on the Principal Register must be refused under Trademark Act Section 2(e)(1).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

• RESPONSE OPTIONS

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

• SUPPLEMENTAL REGISTER - INTENT TO USE APPLICATION - ADVISORY

A mark in an application under Trademark Act Section 1(b) is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use under 37 C.F.R. §2.76 has been filed. 37 C.F.R. §§2.47(d), 2.75(b); TMEP §§815.02, 1102.03. When a Section 1(b) application is successfully amended to the Supplemental Register, **the effective filing date of the application will be the date on which applicant met the minimum filing requirements of 37 C.F.R. §2.76(e) for the amendment to allege use.** 37 C.F.R. §2.75(b); TMEP §§816.02, 1102.03.

In addition, the undersigned trademark examining attorney will conduct a new search of the Office records for conflicting marks based on the later application filing date. TMEP §§206.01, 1102.03.

Applicant must respond to the following additional requirement(s).

2. REQUIREMENT FOR INFORMATION

To permit proper examination of the application, applicant must submit additional information about the goods and services. *See* 37 C.F.R. §2.61(b); *In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004); *In re DTIP'ship LLP*, 67 USPQ2d 1699, 1701-02 (TTAB 2003); TMEP §814. The requested information should include fact sheets, instruction manuals, brochures, and/or advertisements. If these materials are unavailable, applicant should submit similar documentation for goods and services of the same type, explaining how its own product or services will differ. If the goods and services feature new technology and no information regarding competing goods and services is available, applicant must provide a detailed factual description of the goods and services.

Factual information about the goods must make clear how they operate, salient features, and prospective customers and channels of trade. For the services, the factual information must make clear what the services are and how they are rendered, salient features, and prospective customers and channels of trade. Conclusory statements will not satisfy this requirement for information.

Applicant must explain whether "Cronut" has any meaning or significance in the industry in which the goods and/or services are manufactured/provided, or if such wording is a "term of art" within applicant's industry. *See* 37 C.F.R. §2.61(b); TMEP §814.

Further, applicant must provide additional information about this wording to enable proper examination of the application. Specifically, applicant must respond to the following questions:

Whether "CRONUTS" or describes the subject matter of applicant's recipes?

Whether applicant's recipes enable the user to make hybrid donut / croissants bakery goods?

Whether the relevant industry uses the wording, “Cronut” or “Cronuts” to refer to type of pastry?

Failure to respond to a request for information is an additional ground for refusing registration. *See In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1919 (TTAB 2008); *In re DTI*, 67 USPQ2d at 1701-02. Merely stating that information about the goods and services is available on applicant’s website is an inappropriate response to a request for additional information and is insufficient to make the relevant information of record. *See In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004).

3. PRIOR-FILED APPLICATION(S)

The filing dates of pending U.S. Application Serial Nos. **85954781** and **85936327** precede applicant’s filing date. See attached referenced applications. If one or more of the marks in the referenced applications register, applicant’s mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion with the registered mark(s). *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 *et seq.* Therefore, upon receipt of applicant’s response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced applications.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant’s mark and the marks in the referenced applications. Applicant’s election not to submit arguments at this time in no way limits applicant’s right to address this issue later if a refusal under Section 2(d) issues.

Upon receipt of applicant’s response resolving the following requirement(s), action on this application will be suspended pending the disposition of U.S. Application Serial No(s). 85954781 and 85936327. 37 C.F.R. §2.83(c); TMEP §§716.02(c), 1208.02(c).

ASSISTANCE

Please telephone or e-mail the assigned trademark examining attorney with any questions related to this Office Action. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. *See* 37 C.F.R. §2.191; TMEP §§304.01-.02, 709.04-.05.

/Susan B. Allen/
Trademark Attorney
Law Office 101
571-272-5985
susan.allen@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

Print: Sep 27, 2013

85936327

DESIGN MARK

Serial Number

85936327

Status

NON-FINAL ACTION - MAILED

Word Mark

CRONUT

Standard Character Mark

Yes

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Dominique Ansel INDIVIDUAL FRANCE Dominique Ansel 189 Spring Street
New York NEW YORK 10012

Owner

International Pastry Concepts LLC LIMITED LIABILITY COMPANY NEW YORK
Dominique Ansel 189 Spring Street New York NEW YORK 10012

Goods/Services

Class Status -- ACTIVE. IC 030. US 046. G & S: Bakery desserts; Bakery goods; Bakery goods and dessert items, namely, cheesecakes for retail and wholesale distribution and consumption on or off the premises; Bakery goods, namely, croissant and doughnut hybrid; Bakery products; Bakery products, namely, sweet bakery goods; Beverages made of coffee; Beverages made of tea; Beverages with a chocolate base; Beverages with a coffee base; Biscuits; Biscuits and bread; Biscuits, tarts, cakes made with cereals; Bread and buns; Bread and pastry; Bread doughs; Bread mixes; Bread rolls; Bread sticks; Brioche; Cake doughs; Cake icing; Cake mixes; Cakes; Chocolate for confectionery and bread; Cocoa-based beverages; Cocoa-based ingredient in confectionery products; Coffee based beverages; Coffee beverages with milk; Coffee-based beverages; Coffee-based iced beverages; Confectioneries, namely, snack foods, namely, chocolate; Confectionery chips for baking; Cookie dough; Cookie mixes; Cookies; Croissants; Doughnuts; Edible cake decorations; Edible decorations for cakes; Edible flour; Food package combinations consisting primarily of bread, crackers and/or cookies; Instant doughnut mixes; Macaroons; Macaroons; Madeleines; Mixes for bakery goods; Muffin mixes; Muffins; Pastries;

Print: Sep 27, 2013

85936327

Pastry dough; Pastry mixes; Prepared cocoa and cocoa-based beverages;
Prepared coffee and coffee-based beverages; Scones. First Use:
2013/05/10. First Use In Commerce: 2013/05/10.

Filing Date

2013/05/19

Examining Attorney

GAYNOR, BARBARA

Attorney of Record

Candice Cook

Cronut

Print: Sep 27, 2013

85954781

DESIGN MARK

Serial Number

85954781

Status

SUSPENSION LETTER - MAILED

Word Mark

THE CRONUT HOLE

Standard Character Mark

Yes

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Stephen Fong INDIVIDUAL UNITED STATES 1606 Great Plain Ave Needham
MASSACHUSETTS 02492

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Retail
bakery shops.

Filing Date

2013/06/10

Examining Attorney

KIM, SOPHIA S.

The Cronut Hole



- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)
- [Donate to Wikipedia](#)
- [Wikimedia Shop](#)
- [Interaction](#)
 - [Help](#)
 - [About Wikipedia](#)
 - [Community portal](#)
 - [Recent changes](#)
 - [Contact page](#)
- [Toolbox](#)
- [Print/export](#)
- [Languages](#)
 - [Français](#)
 - [Italiano](#)

[Edit links](#)

Article **Talk**

[Read](#) [Edit](#) [View history](#)

Search

From Wikipedia, the free encyclopedia

 This article appears to be written like an advertisement. Please help improve it by rewriting promotional content from a neutral point of view and removing any inappropriate external links. (September 2013)

The Cronut is a *croissant-doughnut pastry* developed by chef Dominique Ansel for Dominique Ansel Bakery in New York City.^[1] In May 2013, the bakery *trademarked* the name. Imitation versions of Ansel's croissant-doughnut hybrid recipe have sprung up in Saint Louis,^[2] Los Angeles,^[3] Jacksonville,^[4] Minneapolis,^[5] and Sydney, Australia.^[6] A similar make-at-home recipe has also been developed.^[7] These similar versions largely go under different names since the mark Cronut has pending trademark applications filed with the USPTO and internationally. The bakery's Facebook site states that Cronut is not a generic term to describe all croissant-doughnut hybrids, but a specific pastry associated with the bakery.^[7] A *Boston Globe* article describes the Dominique Ansel Bakery croissant-doughnut hybrid as a food *portmanteau*.^[8]

Contents [hide]

- 1 Preparation
- 2 Media coverage
- 3 Charity campaign
- 4 Similar recipes
- 5 Controversy
- 6 See also
- 7 References
- 8 External links

Preparation [\[edit\]](#)

The Dominique Ansel Bakery's website states that though the item is best described as "Half Croissant, Half Doughnut" it is not made by simply frying croissant dough,^[5] but a type of laminated dough using a proprietary recipe that took the chef two months and 10 recipes to create.

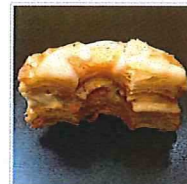
Media coverage [\[edit\]](#)

Ansel's Cronut has been featured on *Late Night with Jimmy Fallon*,^[10] *The Today Show*,^[11] *Good Morning America*^[12] and *Piers Morgan Live* on CNN with host *Anthony Bourdain*.^[13] Dominique Ansel's Cronut has also been seen with celebrities Heidi Klum,^[14] Hugh Jackman, Joel McHale^[15] and Emma Roberts.^[16]

In September of 2013, Victoria Beckham was rumored to have been conned into purchasing a fake Cronut. She was called out when it disclosed that Dominique Ansel's real Cronuts were offered exclusively to the fashion brand Opening



A croissant-doughnut hybrid *E*



Homemade version of a croissant-doughnut cut in a half

In September of 2013, Victoria Beckham was rumored to have been conned into purchasing a fake Cronut. She was called out when it disclosed that Dominique Ansel's real Cronuts were ordered exclusively to the fashion brand's Opening Ceremony due a prior arrangement between Chef Ansel and the fashion brand.^[17]

Charity campaign [edit]

In July 2013, Dominique Ansel Bakery launched a series of charitable campaigns with their Cronut product to benefit the Food Bank for New York City.^[18] The campaign The Cronut Project, sponsored by Dominique Ansel and three interns at BBH benefited Food Bank for New York City by raising over \$6K in 6 days with only 12 Cronuts.^[19]

In September 2013, Dominique Ansel Bakery partnered with Shake Shack to offer Cronut Hole Concretes, featuring the first ever Cronut Holes from Dominique Ansel Bakery and brown butter caramel custard. Hundreds of people lined up as early as 4am at a chance to purchase one of the 1000 Cronut Hole Concretes. All proceeds were donated to the NYPD Widows and Children Fund and Madison Square Park Conservancy. More than \$5,300 was raised.^[20]

Similar recipes [edit]

Chef Alina Eisenhauer of Sweet Kitchen & Bar in Worcester, Massachusetts, claimed that she was the first to fry croissant dough and has been serving her "dosants" since 2008.

A Vancouver, Canada bakery has introduced a variant known as the frissant.^[21] A version of the croissant-doughnut hybrid has been introduced in the Philippines.^[22] The croissant-doughnut hybrid follows other croissant variations such as the *couture* croissant, *CroissantWich*, *pretzel* croissant, *croque* croissant and *Yummm* bun.^[23] A Montréal, Canada bakery named their version of the fried pastry The Cronetto,^[24] which includes sweet custard piped inside.

During 2013, at the annual *Canadian National Exhibition* in Toronto, Ontario, *Canadian National Exhibition* food vendor Epic Burgers and Waffles sold their version of a "cronut" burger, a cheeseburger with a fried croissant bun and topped with maple bacon jam. The stand was shut down on August 18 after approximately 230 fell ill, including several dozen people who were sent to hospital for serious *gastrointestinal* problems. Samples of the cronut burger were tested by the city's health department and concluded that the maple bacon jam had been contaminated with *Staphylococcus aureus* toxin.^[25] Epic Burgers is not affiliated with Dominique Ansel Bakery.^[26]

The Swiss retailer *Migros* started selling cronuts in August 2013. To prevent this, Ansel announced that he intended to register "cronut" as a Swiss trademark.^[27]

Controversy [edit]

At the 2013 *Canadian National Exhibition* bacteria from cronuts sold at Epic Burgers, a Toronto-based cronut eatery, caused food poisoning in over 200 patrons.^[28] It was revealed that Toronto bakery Le Dolci which supplied the cronuts and bacon jam topping was responsible for the contamination.^[29] The cronuts in Canada are not affiliated with Dominique Ansel Bakery.

See also [edit]

- List of pastries
- Cruller*

References [edit]

- ↑ Introducing the Cronut, a Doughnut-Croissant Hybrid That May Very Well Change Your Life - Grub Street New York#
- ↑ http://stlouis.cbslocal.com/2013/07/05/the-cronut-er-thats-the-doughsant-has-arrived-in-st-louis/#
- ↑ Terry Tatusian Cronut in LA: Semi Sweet Bakery to introduce the Crutnant# Los Angeles Times Jun 27, 2013
- ↑ "Cronut" craze has made it to Jacksonville# June 28, 2013 FCN
- ↑ ***A homemade version of the Cronut# Minneapolis Star Tribune-Jun 26, 2013***
- ↑ http://www.smh.com.au/good-food/food-news/from-cronut-to-zonut-pastry-fever-comes-to-sydney-20130614-2o8hd.html#
- ↑ http://www.facebook.com/semisweetbakery/#!/photo.php?v=10150567400000000

7. ^a https://www.facebook.com/permalink.php?story_fbid=635362653160197&id=293357170694083
8. ^a [Why we love 'cronuts': The devilish pull of the food portmanteau](#) **By Ben Zimmer** **June 09, 2013**
9. ^a [Cronut 101 | Dominique Ansel Bakery](#)
10. ^a [Chef Dominique Ansel Makes Cronuts - Show Clips - Late Night with Jimmy Fallon](#)
11. ^a [Going nuts for Cronuts: Meet the new dessert sensation - TODAY.com](#)
12. ^a [Meet the Cronut. Croissant-Donut Hybrid Takes Pastry World by Storm | ABC News Blogs - Yahoo!](#)
13. ^a [The "Cronut" vs. the "DKA" - Anthony Bourdain welcomes the man behind the pastries, and asks the audience to vote - Piers Morgan - CNN.com Blogs](#)
14. ^a <http://www.dailymail.co.uk/femail/article-2386663/Heidi-Klum-fles-box-Cronuts-home-private-jet-waiting-weeks-try-crossant-donut-hybrid.html>
15. ^a <https://twitter.com/pelmchafe/status/346532809726738432>
16. ^a http://www.huffingtonpost.com/2013/09/09/emma-roberts-cronut-ine_n_3731953.html
17. ^a http://tiny.racked.com/archives/2013/09/10/dominique_ansel_slams_victoria_beacham_over_fake_cronuts.php
18. ^a [Want A Cronut? Donate To A Food Bank | Fast Company | Business + Innovation](#)
19. ^a [The Cronut Project](#)
20. ^a <http://www.nydailynews.com/life-style/eats/cronut-craze-hits-shake-shack-custard-cinnamon-sugar-hole-mix-article-1.1459120>
21. ^a [Cronut In Canada: Fever Hits Vancouver As 'Frissant' Unveiled](#) **The Huffington Post B.C.** **By Fiona Morrow**
22. ^a [Another PH 'cronut' confeder 'sustains'](#) **ABS-CBN News.** **2013-08-16.** Retrieved 2013-07-01.
23. ^a [From Croissant to Cronut](#) **June 11, 2013** **New York Times**
24. ^a [Cronut in Montreal - The Cronetto](#)
25. ^a ["Cronut burger is the source of food-borne CNE illness: Toronto Public Health"](#) **Toronto Star,** **August 23, 2013.** Retrieved August 24, 2013.
26. ^a <http://news.yahoo.com/dozen-people-treated-gastrointestinal-illness-cne-toronto-165204611.html>
27. ^a ["Streit um Cronut-Kopie der Migros"](#) **Berner Zeitung** **1 September 2013** Retrieved 1 September 2013.
28. ^a <http://www.cbc.ca/news/canada/toronto/story/2013/08/21/toronto-canadian-national-exhibition-4.html>
29. ^a <http://news.nationalpost.com/2013/08/27/maple-bacon-jam-source-of-cronut-burger-illness-outbreak-at-cne-toronto-public-health/>

External links [edit]

- [Dominique Ansel Bakery](#)



Categories: Pastry | 2013 introductions

This page was last modified on 27 September 2013 at 20:19.

Text is available under the [Creative Commons Attribution-ShareAlike License](#); additional terms may apply. By using this site, you agree to the [Terms of Use](#) and [Privacy Policy](#).
Wikipedia® is a registered trademark of the [Wikimedia Foundation, Inc.](#), a non-profit organization.

[Privacy policy](#) [About Wikipedia](#) [Disclaimers](#) [Contact Wikipedia](#) [Developers](#) [Mobile view](#)



GRUB STREET

DAILY FOOD NEWS
FROM nymag.com

Search

Go

TOP STORIES

Should Restaurant Workers Be Subject to Manda...
Burilla Chairman Says Gays 'Can Eat Pat...

Fred Thompson Gets the Day's First...
First Look at Counter Culture Coffee's...

Sur la table

NOW OPEN
Alexandria

« Previous Post Next Post »

Introducing the Cronut, a Doughnut-Croissant Hybrid That May Very Well Change Your Life

5/9/13 at 2:12 PM | 15 Comments



Bizarre? This rose glaze has some pretty genius pastry engineering.
Photo: Courtesy of Dominique Arsel Bakery

Starting tomorrow, this round, glazed thing you see before you will be added to the permanent collection at Dominique Arsel Bakery. Because it's part croissant and part doughnut, the pastry chef is, appropriately, calling it a cronut. (Go ahead, say cuwah-h-nut, you know, French style.) Each one of these puppies is made from pastry dough that's been sheeted, laminated, proofed, then fried like a doughnut and rolled in flavored sugar. But that's not all: Cronuts-to-be are also filled with a not-so-sweet Tahitian vanilla cream, given a fresh coat of rose glaze, and bedazzled with rose sugar. Got it? Good. Let's briefly examine the sheer implausibility and engineering genius that goes into each one of these

FIND A RESTAURANT

On Nttag.com On MenuPages.com

By name

OR SEARCH BY

Neighborhood Cuisine Feature

ADVERTISEMENT



E-mail the editors

Get the RSS feed

Follow us on Twitter

Join the Flickr pool

Get 'Grub' delivered

Enter your e-mail address

SIGN UP

NextView
DEALS

NEW YORK'S BEST
DEALS CULLED
AND DELIVERED

Enter your e-mail address

SIGN UP

things.

First off, call your friendly neighborhood pastry chef and ask him or her what happens when you try to fry croissant dough. It's not pretty. Even if the laminated layers don't separate instantly and part ways in the hot oil six ways to Sunday, chances are that yeast-leavened dough will have a lumpy, sad, and uneven ascent before it ever gets to the golden brown stage. Ansel says it took around ten recipes and adjustments to multiple variables of time and temperature before he found a special trick to sheeting the dough, then learning to fry it in grapeseed oil at one specific (and somewhat secret) temperature.

The fried cronut looks like this on the inside:



Don't bite out.
Photo Courtesy: Dominique Ansel Bakery

To finish, it's filled with cream, another feat that's also a bit difficult to pull off in a pastry that has a punched-out center hole. The finished cronut tastes a lot like a classic glazed doughnut, but pretty much more awesome, and its layers peel apart like those in a mille crepe cake.*

Ansel's ongoing work with *religieuses* and his reinvention of the *fraisier* already had us convinced that the pastry chef routinely dares to dream at his Soho shop and is never content to rest on his macarons (though those are also very good), but this is just sort of nuts. It's a bold step forward for pastry.

Cronuts are \$5.00 apiece and go on sale tomorrow at the bakery, just in time for Mother's Day. Flavors will change: Next month's cronut will have lemon maple glaze, maple syrup cream, and slightly salted sugar on the sides.

Dominique Ansel Bakery, 169 Spring St., nr. Thompson St.; 212-219-2773

Earlier: *Anatomy of a Cake*: Will Cotton and Dominique Ansel's *Fraisier* Debuts in Soho

*: It should be noted that cronuts do not share any pastry DNA with members

PREVIOUS PARTS:

EATER NEW YORK

- *Marco's, a New Italian Restaurant From the Franco's Team*
- *The Last-Minute Friday Night Reservation Guide*
- *Watch Rusto's Preston Clark Make 'Goodfit Lamb Shoulder'*

POPSUGAR

- *The Art of Plating an Enticing Entrée*
- *Burning Question: How Does Popping Candy Work?*
- *3 Easy Methods For Cooking Apples*

THE BRAISER

- *WATCH: Bourdain's New Mexico Episode Aims at the Same Time as Breaking Bad Finale*
- *WATCH: The Martha Stewart vs Apple Twitter War Explained*
- *WATCH: Eat, Drink, Love Film's Last Catlight, Last Pro-Lady Rallying Cry*

THRILLIST

- *10 iconic New Orleans dishes and where to find them*
- *Important: Diets & Watson is now laser etching comedians' faces onto hams*
- *Fat Kid Friday, September 27th Edition: The week's most ridiculous eats, ranked by calorie count*



of the endangered cupcake family.

 Recommend  2,316 people recommend this. Sign Up to see what your friends recommend.

By Hugh Mearns
FILED UNDER: ENGINES OF INNOVATION, CROISSANTS, CROISSANTS, DOMINIQUE ANSEL, DOMINIQUE ANSEL
EATERY, THE CROISSANT

Share this story...      E-mail
 Print

15 Comments [ADD COMMENT](#) [NEWEST](#) [OLDEST](#) [PICKS](#) [MOST REPLIES](#) [THANKS](#)

CHOCGOURMAND
These have been enjoyed in Columbus for decades. Sometimes known as the douzant but most commonly as the cronut.

<http://cnhgourmand.com/2011/01/02/auddinos-italian...>
4 Months Ago   Like



DONEDAWN
OMG - Pastry engineering - I love it. Can't wait to try one.

4 Months Ago   Like



ELI11
Isn't this kind of like a cruller?

4 Months Ago   Like

CHOCOLATELUVVA
@eli11 - Crullers are twisted, and these are made from laminated croissant dough. Sooo light and peels away in layers. AMAZING!!!

4 Months Ago   Like

CHOCOLATELUVVA
I had one of these this morning, and OH MY GAWWWWWDDDD!!!

4 Months Ago   Like

UKI21HA
D.A. is a decent place, but I am so sad that New Yorkers should be satisfied with this kind of level for French pastries.... Not even close to the level in Tokyo, not to mention in Paris.

4 Months Ago [Reply](#) 1 [Like](#)

BEKAS31

Dominique Ansel can do NO WRONG.

4 Months Ago [Reply](#) 1 [Like](#)

FL123

"Being part croissant and part doughnut, the pastry chef is..."

OK You do know that the way this is written, the pastry chef is "part croissant and part doughnut"?

Ohmigod! He's Poppin' fresh!

Sigh You fired your copy editors, didn't you?

Used By [Liliana and Delana_Quinn](#)

4 Months Ago [Reply](#) 1 [Like](#)

HERWIN

@FL123 - No, he really is part croissant and part doughnut.

4 Months Ago [Reply](#) 1 [Like](#)

AUTHAUGHER1

Everything--and I mean EVERYTHING-- that bakery makes is pure, scandalous heaven.

Used By [Bekas31](#)

4 Months Ago [Reply](#) 1 [Like](#)

BARTSEYSZKA

The "DKA" from that bakery is really good too. It looks like a smushed muffin, but the dough is kind of like a croissant with a sweet crunchy outside.

4 Months Ago [Reply](#) 1 [Like](#)

JANGUY

Because "Doussant" sounded too attractive?

Used By [Eunth](#) and [Herwin](#)

4 Months Ago [Reply](#) 1 [Like](#)

KG1958

Follow me!

I want one!

4 Months Ago [Reply](#) [Like](#)

FIFTEFOFUM

Oh My Gerd!

Liked by 15 people and 16206

4 Months Ago [Reply](#) [Like](#)

LEM326

@fifeofum - you said it!

4 Months Ago [Reply](#) [Like](#)

ADD A COMMENT

You will be prompted to sign in before your comment publishes.

COMMENT

0 out of 2800 characters allowed [View guidelines](#)

Type your comment here.

POST COMMENT

Money Money Money

Five Things You Never
Knew About Goya Foods

GRUB STREET
NEW YORK
MAIN

Med Line

Tampa Restaurant
Selling Lion-Meat Tacos
Doing It All Wrong

SugarCRM: Visionary CRM

[superom.com/Gartner](#)

Download the research to see why Gartner names SugarCRM a Visionary!

Anna Nicole

THE OPERA

Copyright © 2013, New York Media LLC. All Rights Reserved.
[Grub Street Home](#) | [New York Magazine](#) | [Contact Us](#) | [Privacy Policy](#) | [Terms](#)

Listen LIVE  powered by

Tinder Box
Since 1928  **100**

Buy any 6 bottles
of wine and get
10% off total price!
Click to print this coupon
One coupon per purchase



**13275 Manchester Road
Des Peres, MO 63131**

Coupon must be presented at time of purchase.

Please order responsibly.

CBS LOCAL Offers
CBS St. Louis

DEAL OF THE DAY

(CNN/Steve Boush)

ST. LOUIS (KMOX) — Separately, donuts and croissants have both been around a long, long time.

But combine the two and you have a taste sensation that's taking the culinary world by storm.

And while you may have heard of the 'cronut', you may not be aware that it has now arrived in St. Louis.

Steven Becker, owner of Nadoz Cafe at the Coronado on Lindell near SLU and a second location in Richmond Heights, recently visited the New York shop where the 'cronut' was introduced and brought the recipe back with him.

However, the 'cronut' inventor has trademarked the name so Becker held a contest on his Facebook page to let customers vote on a new name, with the winner being 'doughsant'.

But what exactly is it?

"Croissant dough that is hand-formed and deep-fried," Becker explains to KMOX News. "It's brought out, rolled in cinnamon sugar... so it's a form of a donut and a croissant together."

His local taste is stuffing it with chocolate, or you can get the original concoction for \$2.60 each.

That's indeed a Midwestern bargain... what with people in New York sleeping on the sidewalk outside the shop where they were first introduced back in May, and some folks using to pay scalpers up to \$35 apiece for a cronut knock-off.

And while customers aren't camping outside Nadoz to make sure they get their doughsant hot and fresh — at least not yet — Becker says he's selling them as fast as he can turn them out.

"We're selling 'em out by twelve, one o'clock," he points out.

So you'd better get up early if you want to get in on the latest culinary

Up to 71% off at
SaleBreaker.com

See more Deals for CBS St. Louis
Get CBS St. Louis Deal Alerts by email

LATEST GALLERIES



Getting Ready For A Taste Of



Sunshine Cultural Arts Center



NFL Week 3 Power Rankings



Vache's Special Night

Sponsored Links

LifeLock® Official Site
Learn More About LifeLock Ultimate™ Protection Plan.
LifeLock.com

Your Record is Online!
Search Anyone! Step 1:
Enter Name / State Step 2:
See Results!
www.instantcheckmate.com

Buy a Risk Here

TWITTER UPDATES

- RT @Bipheny: Two killed in major east Houston fire, murder at the U of C and an update on MOJ home sales. All coming up at <http://t.co/0W0UJf...> 1 hour ago
- #Chicago not actually "Murder Capital of world, anything" [@Bipheny](http://t.co/0W0UJf...) 2 hours ago
- RT @Bipheny: Update information on St. Charles a magazine landing, publication candy and a charge at Wells Fargo Advisors. Next at <http://t.co/0W0UJf...> 2 hours ago
- Adviso Won't Rest Until Rod-Adria Vache Is Removed From West Lake [@Bipheny](http://t.co/0W0UJf...) 2 hours ago

Follow CBS St. Louis

Follow @tmmnews



Follow More Stations and Personalities ▶



...you're getting ready to go back to work, the...
sensation to hit town.

Hadoz has two locations: at the Coronado Ballroom 3701 Lindell
Blvd., and on The Boulevard in Richmond Heights.



[View Comments](#)

FROM AROUND THE WEB

[America's Most Dangerous Bridges](#) (Travel + Leisure)

[No Support: 8 Celebrities Who Agree With The Zimmerman Verdict](#) (Ezra)

[10 Great Small Cities for Retirement](#) (AARP)

[Here's What You Can Buy At The Biggest Gun Show In The Southeast](#) (Business Insider)

[Horrific Photos From Inside Cleveland Kidnapper Ariel Castro's House of Horrors](#) (Nash Online)

[Guilty plea in Arlington skateboarding death](#) (Washington Post)

WE RECOMMEND

[2 More Smash And Grab Robberies In St. Louis](#)

[Scores & Stats](#)

[70-Year-Old Woman Dies In Mo. Tractor Accident](#)

[Murder Charges Filed In Forest Park Shooting](#)

[UPDATE: Missing Chesterfield Teen Found Safe](#)

[MU Law School Receives \\$1.57 Million Gift](#)

Recommended by

Blog comments powered by Disqus



Pro Football
Elimination Pool



Pro Football Challenge



Party in Philly With
Tailgate Fan



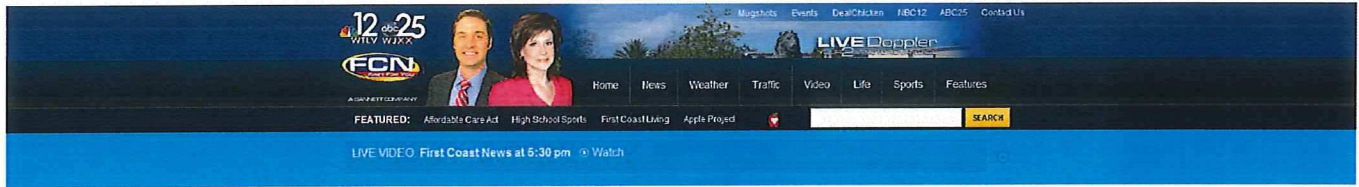
Join Jungle Insider

**TOUGH TO BREAK.
EASY TO SWITCH.**
Switch to Sprint and get a \$150 credit for each new line of service.




GET STARTED
First 2-year agreement. Funds good only.

http://www.firstcoastnews.com/topstories/article/318217/483/Cronut-craze-has-made-it-to-Jacksonville?odyssy=1ab%7Ctoopnews%7Cbc%7Clarge 09/27/2013 05:36:23 PM



'Cronut' craze has made it to Jacksonville


8:16 PM, Jun 28, 2013 | 5 comments



THE HARTFORD

thehartford.com/playon


Business Insurance | Employee Benefits | Auto | Home



UHealth Jacksonville

CLICK HERE
to find out more

MOST VIEWED ARTICLES

 Raw video: Jacksonville's Matthews Enraged hit by strip

Recommend 0 Tweet 0



FILED UNDER
Local News
COMMUNITIES
Springfield

JACKSONVILLE, Fla. — What do you like better: a doughnut or a croissant? Now, you don't have to choose.

A croissant-doughnut mix originally from New York was created by Dominique Ansel a few years ago. And now people on the First Coast are going nuts for the "cronut."

"We actually were told about it by one of our partners in the restaurant, and we looked it up, and we decided that we thought we'd try them, and thought it'd be a new way to bring something really different to our restaurant," said Ted Knight at Uptown Market in Springfield.

Now these perfectly plump pastries require a lot of [work at](#).

"You start out with croissant dough, which takes about 32 hours over a 3-day period to make," Knight said.

Then you have to fold in a block of butter, roll it out, fold it in thirds, roll it out, fold it in thirds a total of three times. Knight has made them for three weeks now and has sold out every week because they're so unique.

"A donut is just a piece of dough that's either baked or fried, a cronut, because you're using croissant dough with all the layers, expands you can actually see all the different layers in there, and it's very soft on the inside, crispy on the outside like a croissant. And then when you adorn it with the pastry cream, it just adds another level of [luxury at](#)," Knight said.

First Coast News



Video: Doughnut + Croissant = Cronut



New trial ordered for Vanessa Alexander, who got 20 years

First Coast News reporter, photographer robbed

Mathews Bridge to undergo engineering assessment

Alleged Erica Falson iPad theft takes 'satellite' device owner downloads pictures through remote access

SEE MORE

MOST WATCHED VIDEOS

SEE MORE

Shocking Language Video



If you do not know Spanish, you'll want to see this short video that reveals a sneaky linguistics trick!

[Click Here](#)

New Laptop from Google

Introducing Chromebook. Boots in seconds. Virus protection built-in.

SugarCRM: Visionary CRM

Download the research to see why Gartner names SugarCRM a Visionary!

Home For Sale

Call us at 813.444.4444

Newly Constructed Homes For Sale Starting at \$300K. Learn More!

Comments (0)

Share your thoughts »

TOP VIDEO PICKS

selected by Top Picks



History of Jacksonville's Mathews Bridge
Sat 26, 2013



Supporters of Marissa Alexander speak
Sat 26, 2013



Traffic detours around the Mathews Bridge
Sat 26, 2013

YOU MIGHT BE INTERESTED IN

Teen orphaned after fatal accident | firstcoastnews.com

Three shot inside Plush Entertainment Complex in...

Jacksonville Sheriff's Office: Inmate strangled...

Can you ID cemetery theft persons of interest | ...

Connected sex offender accused of attacking daughter's...

SPONSORED LINKS

Man Wins 1.4 Months for ...

Average Salaries For Online Degree Holders

Homeowners Are In For A Big Surprise ...

SPONSORED LINKS

Dad Who Yelled at EMT After Daughter's Suicide Doesn't... (SafeStory)

22 Things You Should Never Do Again After 50 (AARP.org)

The biggest home in the richest town in America (CBS)

Small Spaces, Big Style: How to Live Small and Stylish (The Spruce)

Horrific Photos From Inside Cleveland Kidnapper Ariel... (Eater D-List)

14 Pennzoil Coughs Time Forgot (But We ... (Ridney24)

VASSO

Designed for modern living

Please come back to us! Free Shipping & No Tax

800.222.2222



Site Map | Back to Top ^

HOME

NEWS

Duke Center
Education
Florida News
Georgia News
Local News
Money
Health News
On Your Side

WEATHER

Live Doppler Your 2 Minute
Adaptive
/ Day Forecast
Beach Forecast
Fire Weather Forecast
Local Temperatures
Stormtrack Map
Text Alerts
Tracking the Tropics
Weather App Android
Weather App iPad

TRAFFIC

Jacksonville Traffic Cam
Car News
Gas Prices
Travel

VIDEO

ABC News Player
ABC Shows Player
Good Morning Jacksonville
High School Sports Video
Local News Video
Most Popular Videos
NBC Shows Fall Preview
Politics Video
Strange & Unusual Video
Sunrise Video
Viewer Videos

LIFE

26.2 with Donna
Community
Daily Crossword
Entertainment
Events Calendar
Jobs
Lottery
Military
Public Kitchen Recipes

SPORTS

Athlete of the Week
College Football
College Football
First From You
Game of the Week Pick
Gators
Go! News

FEATURES

Buddy Check 12
Contests
First Coast Living
Hero Next Door
Student of the Week
Teacher of the Week

HELPFUL LINKS

About First Coast News
Advertise With Us
Closed Captioning
Contact Us
The Country Network
EEO Public File Report
FCC Online Public
Inspection File
Internship Program
Jobs at First Coast
News
Press Releases
Reporter/Anchor Bios
Talent Request
Terms of Service
WJXX ABC25 TV
Schedule
WTLV NBC12 TV
Schedule

FOLLOW US

☒ Twitter
☒ Facebook
☒ Mobile
☒ RSS
☒ E-mail Alerts
☒ Text Alerts

SEARCH



GANNETT




DataSphere

[B.C. Politics](#) [B.C. RCMP](#) [Vancouver](#) [B.C. First Nations](#) [More](#)

Log In | [Create Account](#)

NORDSTROM

 **GUCCI** Introducing 'Made to Measure' SHOP NOW

FREE 100% MONEY BACK
FREE DELIVERY
ALL THE TIME


September 27, 2013


HUFFPOST BRITISH COLUMBIA
CANADA

Editor: CA Region: BC Search The Huffington Post

[FRONT PAGE](#) [POLITICS](#) [BUSINESS](#) [WORLD](#) [LIVING](#) [STYLE](#) [ENTERTAINMENT](#) [ARTS](#) [ALBERTA](#) [ALL SECTIONS](#)

[British Columbia](#) [B.C. Politics](#) [B.C. Business](#) [Christy Clark](#) [Vancouver](#)

**Sour Grapes?**


**Teen Faces Sentencing In Longboard Attack**

**Has B.C. Missed The LNG Boom?**

Cronut In Canada: Fever Hits Vancouver As 'Frissant' Unveiled

The Huffington Post B.C. | By Fiona Moraw [Twitter](#) [Facebook](#)
Posted: 09/27/2013 3:16 pm EDT | Updated: 09/27/2013 11:40 pm EDT


[Like](#) [56 people like this. Sign Up to see what your friends like.](#)



Chef Dominique Ansel Gives Tips On Best Times To Buy His Coveted Cronut


[AOL](#)


WAYS TO GET ENTERTAINMENT WITH XFINITY ON DEMAND™




SOCIAL NEWS
FOLLOW US [Facebook](#) [Twitter](#) [Google+](#) [LinkedIn](#) [RSS](#)

MOST POPULAR [1 of 2](#)

**It's Really Exciting To Talk To You Right In The Middle Of Your Public Meltdown**
[Like](#) 25K

**This May Be The Happiest Thing Ever Filmed**
[Like](#) 11K

**Horrific Flesh-Eating Drug Hits**

36 10 2 0 9 GET CANADA BRITISH COLUMBIA
NEWSLETTERS:
[Email address field]
[Subscribe]

FOLLOW: Video, Cronut, Cronut In Canada, Cronut Vancouver, Cronuts In Canada, Cronuts In Canada, Dominique Ansel Cronuts, Donuts, Frissant, Frissant In Vancouver, Frissant Vancouver, My City My Day, Swiss Bakery Frissant, Vancouver, Canada British Columbia News



Vancouver has its own version of the cronut. Swiss Bakery's frissant. (facebook)

Vancouver has jumped on the cronut bandwagon with its own version, the frissant.

You've heard of the cronut, right? The hybrid donut-croissant invented — and trademarked — by New York pastry chef Dominique Ansel has sparked copycats around the world since its arrival in the baked goods category back in March.

Hoping to claim the first version in Canada, Vancouver's Swiss Bakery is busy frying up 200 pastries a day to cope with the local frenzy.

The "frissant" was created through trial and error, Swiss Bakery operations manager Annette Siu told The Huffington Post B.C.

"We have never tried the original cronut," she admits. "We don't know how it really tastes. But we've been making donuts and croissants since we opened in 1993, so we thought we could figure it out."

She describes the frissant as light like a croissant, but with a crispy, fried exterior. Though she is quick to point out it's not as simple as tossing the breakfast pastry into the deep-fryer.

"You have to completely re-work the dough," she says. "Otherwise you'd have butter bleeding out into the oil. This is a completely different product."

After around 15 tries, the bakers were satisfied they had a good pastry, and quickly added to their morning workflow. They started producing three dozen a day a month ago. Then in the middle of June, they turned to Facebook and Twitter.

"We decided to make a double batch that day, just in case," Siu recalls. "People were lining up outside the door before we opened at 7 a.m. — and that's never happened before."

Now they limit sales of the \$4 frissant to six per person. They make two flavours, vanilla bean and chocolate custard cream and may start ramping that up in July, depending on how demand goes.

That goes for a trademark too, Siu says: "This is Vancouver, we have to see if this is a sustainable trend. Maybe if we see people start scalping pastries it'll be time to go for a trademark then."

RELATED ON HUFFPOST:

☐ Introducing The Frissant, Vancouver's Cronut 1 of 105

Arizona
[Recommend] 18k

Barilla Pasta Chairman Makes Shocking Anti-Gay Comments
[Recommend] 44k

Westboro Baptists' Latest Target Is The Opposite Of Scared
[Like] 16k

12 Things Happy People Do Differently
[Like] 15k

Kendra Wilkinson Reportedly Suffered A Stroke
[Recommend] 11k

Woman Sentenced To 20 Years For Firing Warning Shot Gets New Trial
[Like] 45k

Playboy Releases New Top Party Schools Ranking
[Recommend] 5.4k

Sponsored Links

NEVER Eat this for Lunch
The common food bigger your body to pack on ugly belly fat daily
<http://www.unleashyourthin.com>

BlackBerry Q10
Keep moving w/ the new BlackBerry Q10. Purchase yours today
blackberry.com/blackberryq10

2.7% FIXED Mortgage Rates
Low 30-Yr. 15-Yr Rates. 3.3 APR*. One Point. Get a Quote in 30 Seconds!
MortgageRates.FreeRateUpdate.com
Buy a link here



[Contribute to this story](#) [Send us a tip](#) [Send us a photo or video](#) [Suggest a correction](#)

FOLLOW CANADA BRITISH COLUMBIA

[Like](#) [Follow](#) [Subscribe](#)

Sponsored Links

 **NEVER Eat this for Lunch**
This common food triggers your body to pack on ugly belly fat daily
<http://www.unleashyourtini.com>

BlackBerry® Q10
Keep moving w/ the new BlackBerry® Q10. Purchase yours today.
BlackBerry.com/BlackBerryQ10

 **2.7% FIXED Mortgage Rates**
Low 30-Yr, 15-Yr Rates, 3.3 APR*. One Bank. Get a Quote in 30 Seconds!
MortgageRates.FreeRateUpdate.com

[Buy a link here](#)

Related News On Huffington Post:

 Cronuts In Canada: New York Fall Comes To Montreal, Toronto, Vancouver
Canada's getting its very own taste of the cronut, or should we say crougnut. The much hyped \$5 doughnut-croissant hybrid filled with custard or jelly...

 Cronuts Fighting Hunger? Creator Dominique Ansel Wants To Use Success To Give Back (TWEETS)



UPDATE: July 10, 2013 3:40p.m. EST - Dominique Ansel told Huffington Post that he is working with Teespring, a site where users can customize apparel...

Comments 9 Pending Comments 0 [View FAQ](#)

[Post a Comment](#)

HuffPost Social News

To reply to a Comment: Click "Reply" at the bottom of the comment; after being approved your comment will appear directly underneath the comment you replied to.

[Preview Comment](#)

[Post Comment](#)

Share your Comment:



[Post to Facebook](#)



[Post to Blogger](#)



[Post to Twitter](#)



[Post to WordPress](#)



[Post to TypePad](#)



[Post to Tumblr](#)

[View All](#) [Favorites](#)

[Recency](#) | [Popularity](#)

Liban CZ

478 Fans

This section should be opt out of the Disqus program.

12:07 AM on 06/25/2013

I for one, WANT ONE, NOW in Ontario.

[Reply](#)

[Permalink](#) | [Share it](#)

probabyltired

60 Fans

This section should be opt out of the Disqus program.

10:27 AM on 06/26/2013

On yeah, this is such a good ideal Once on the lips, forever on the hips!

[Reply](#)

[Permalink](#) | [Share it](#)

novabird

Lover of Life, Radical Centrist

755 Fans



05:54 AM on 06/26/2013

Gluten doesn't agree with me

[Reply](#)

[Permalink](#) | [Share it](#)

Nash Ramble

2 Fans

02:44 AM on 06/26/2013

Comment

Yep. I can barely navigate the streets because of this doughnut.
I tried this pastry. Almost died, I did. It was 48 hours of sheer terror.

Product 5/5
Overall Experience 5/5
Doughnut 5/5
Return 5/5

Overall: 2.5/5

Reply

Permalink | Share it

Alpha Starlite
15 Fans

10:43 PM on 06/27/2013

4 bucks for a flaming donut? Please....

Reply

Permalink | Share it

Comment

cynbrew
22 Fans

04:26 PM on 06/27/2013

YUM YUM!! Oh these are so good!!!! (Originally had them in NY) hoping they'll be coming to Quebec or Ontario soon!! These are very very yummy!

Reply

Permalink | Share it

nasale
28 Fans

This later fact checks to out as 1 of the Dodge's pump out

12:48 AM on 06/28/2013

how about very very fattening? Don't tempt me with such wares! :>)

Reply

Permalink | Share it

cynbrew
22 Fans

10:04 AM on 06/28/2013

True they are probably very fattening but once in a while I like to indulge and these are so so good! Sorry didn't mean to tempt you again! :o)

Reply

Permalink | Share it

There are 1/06 Comments on this Thread. [Click Here To See them All](#)

Post a Comment

Search The Huffington Post

[Advertise](#) | [Login](#) | [Make HuffPost your Home Page](#) | [RSS](#) | [Contact Us](#) | [FAQ](#)

[User Agreement](#) | [Privacy](#) | [Comment Policy](#) | [About Us](#) | [About Our Ads](#) | [Contact Us](#)

Copyright © 2013 The HuffingtonPost.com, Inc. | "The Huffington Post" is a registered trademark of TheHuffingtonPost.com, Inc. All rights reserved.

Part of HPMG News

??
8??




83°F
Partly Cloudy

[f](#) [NEWS](#) [WEATHER](#) [WAKE UP 2DAY](#) [SPORTS](#) [REPORT IT](#) [COMMUNITY](#) [MORE](#)

Cronut craze comes to Hawaii


By Cherie Hau
Updated: Wednesday, September 25, 2013, 8:28 pm
Published: Wednesday, September 25, 2013, 8:17 pm




2
Cronut craze comes to Hawaii
(Sep. 25, 2013, 6:54 PM HST (2:53))


00:00

Imagine two treats and mixing them into one delectable dessert.

**A PERK FOR
YOUR EMPLOYEES.**

PAID FOR WITH SPRINT
Restrictions apply. Offer ends on 9/30.

**WATCH
LIVE**

**COVER 2**
THURSDAYS @ 9PM

Top Posts & Pages

Man charged for soliciting a minor for prostitution
Kilauea High principal placed on paid leave, DOE investigating
Liver failure in Hawaii could be linked to dietary supplements

imagine two treats and mixing them into one delicious treat.

"We have taken a donut and a croissant and we have given birth to this baby," said Shane Strong of Regal Bakery.

Originally created by famed pastry chef Dominique Ansel in SoHo, New York just over four months ago, the Cronut has sparked a global food fad with Cronut copycats as far as Brazil, London, and in Hawaii.

"A lot of places they don't quite cross it between a croissant and a donut. It's either a donut or a malasada, and ours you've got the flaky layers of a croissant," said Lesley Goo of CroDough Hawaii.

Recently, a professional cook and an entrepreneur have partnered to launch their CroDough food truck in Kakaako. The buzz was overwhelming for their CroDough flavors, which include wasabi, coconut, and bacon cookie.

"It was a long wait and we had a rough start because you know, we've never done this," Goo said.

Honolulu residents waited up to two hours for a chance to sample their CroDoughs this weekend. But that's only a fraction of the wait compared to five hours people stand in line for the original in New York.

Regal Bakery launched its Butter Nuts a few months ago, featuring flavors like fan favorite POG along with Saint Germaine and Pacific Beach Hotel jumping on the faux Cronut bandwagon.

"Our flavoring, our methods. This is Regal Bakery. We make it unique," Strong said.

Regal Bakery only sells their Butter Nuts at their Chinatown location, where hundreds of orders sell out every day.

CroDough creators hope to have a set schedule soon, but need to balance their full-time jobs.

"We would like to have more trucks. Maybe expand it, franchise," Goo said.

Share this: Facebook 477 Twitter 19 Google+1 Pinterest Reddit Tumblr LinkedIn Email Print

« Previous

Next »

[blog comments powered by Disqus](#)

PHOTO COURTESY

Kauai murder victim identified 34 years later
Hawaii Kai man sues city after pothole damages

new car

Cronut craze comes to Hawaii

Murder trial begins for man accused of stabbing

blind to death

Mistress, medical examiner testify in Hannon

murder case

2 more suspects arrested in Kahuna post theft

Always Investigating

Manoa Rapist to stay in prison for now, release

options coming

Costumes, business ultimatum, as DOT

streamlines safety checks

Demolition: Where does the waste go, with more

on the way?

Kauai school feels crunch of investigation backlog

KHON2 examines school misconduct probe

backlog

Serial rapist just needs work, but tough for parole

Side walk clearing: Objects get a talking-to

KHON2 investigation into a state Hummer leads to

other fancy vehicles

Keeping fight school on time, on budget

Alleged fraud costs bomb-sweepers money, jobs

KHON2 News Facebook

KHON2 News
Like
38,233 people like KHON2 News.
Facebook photo page

Reach Top Candidates
Where They Live Online



Our Best Bundle Yet
3-Top Products. Only \$395.

monster
Find Talent

[Start Now](#)

Sprint A PERK FOR YOUR EMPLOYEES.

PARTNER WITH SPRINT
Partnership with Sprint Ends in 2015

KHON2

© 2009-2013 KHON2 Hawaii's Source for Local News, Sports, and Weather. A subsidiary of LPT Television Corp. All rights reserved.

Sections

[News](#)
[Weather](#)
[Video](#)
[Sports](#)
[Community](#)
[More](#)

Station

[Contact Us](#)
[Report It](#)
[Mobile](#)
[Text Alerts](#)
[Email Alerts](#)

Business

[Terms of Use](#)
[Privacy Policy](#)
[FCC Public File](#)
[EEO Report](#)

Share



Contact Us

Email *

Message *

[Submit](#)



The Cronut Craze is Spiraling Out Of Control

Facebook 249 Twitter 196



The Cronut Craze is Spiraling Out Of Control
© Fox News

If you are a foodie, by now you have heard about the legend of the Cronut. The Cronut is a hybrid of a doughnut and a croissant, brought to you by pastry chef Dominique Ansel and sold at his New York bakery, Ansel's SoHo. Chef Ansel introduced the world to Cronuts on May 10, and the exclusive dessert has been making quite a name for itself.

Ansel's SoHo has made it very clear that the Cronut is not simply half doughnut half croissant. In fact, the baker has offered his process to the public:

"The Cronut™ is first proofed and then fried in grapeseed oil at a specific temperature. Once cooked, each Cronut™ is flavored in three ways: 1. rolled in sugar; 2. filled with cream; and 3. topped with glaze. Cronuts™ are made fresh daily, and completely done in house. The entire process takes up to 3 days," according to the pastry chef. Still, there is something that cannot be replicated about Ansel's Cronut. The search for the treat is taking New York by storm ... or hurricane might be the more apt term.



Hannah Loewentheil
I am a rising Senior at Brown University where I am studying international relations and non-fiction writing. Follow me on twitter @hrl92...

Latest Article: 7 Things College Seniors Are Sick of Hearing From Their Parents

AVEDA REVEAL RADIANCE WITHIN
HYDRATE YOUR SKIN
toulmaline charged radiance system
free shipping + free samples with \$40 order. Code: AVEDAS

MOST MIC'D IN CULTURE



9 **Things You Can't Miss At the New York Film Festival**
9 mins



5 **The 5 Most Insanely Ambitious Book-to-Film Adaptations**
5 mins



4 **How to Understand Art in A Easy Kluge**

In New York, a Cronut might just be more valuable than gold. And the sky-high demand has allowed Ansel to place some stringent restrictions on the sale of his coveted treat. Lines form outside the bakery on 189 Spring St as early as 2 hours prior to opening (8 a.m. from Mon-Sat and 9 a.m. on Sun). Plus, to ensure that the first customers don't buy out all the Cronuts, Ansel has placed a limit of two Cronuts per person. The treats sell for a pretty penny — \$5 a piece. Still, they're selling like wildfire.



In the midst of all the hype, there are a few ways to get your hands on a Cronut without waiting in line. According to the official website, patrons may pre-order a batch of Cronuts starting on Mondays at 11 a.m. by phone. But the pre-order list is currently full. If you're feeling extremely ambitious, you can place a large order for 50 or more Cronuts ... but give Ansel a month's notice.

In fact, ordering 50 Cronuts at once doesn't seem like a bad idea given the black market that has formed around Cronut fiends trying to get their hands on the elusive treat. According to [Fox News](#), Cronuts are selling for up to \$40 a pop on a black market. According to the [Huffington Post](#), one craigslist entrepreneur even posted that he offers "professional line waiters to save you time and get your much deserved cronut," but for a steep price of \$80 a piece. Please, someone, reassure me it's not worth it.

The obsession has turned ugly as Ansel has been forced to battle a whole host of Cronut copycats.

Since the sweet treat was unveiled in May, there has been literally dozens of Cronut-like pastries invented under such creative names as "Donicants," "Cronnats," "Donut-Sants," and "Cro-



6 Easy Steps
4 likes

MOST MIC'D ON POLICYMIC



A Wife Husband of a
Rape Survivor, Here's
What I Say to Other Men
39 likes



15 Stunning Photos That
Show How Bad New York
City Used to Be
23 likes



What Happened the
Mysterious Night A Man
Killed His Son, One Year
Ago Today?
20 likes

MOST SHARED



Los Angeles Dodgers
Have LGBT Night Out
14 shares



British Universities Won't
Play 'Buried Alive' in
Their Bars and That's a
Problem
1 share



'The Michael J. Fox Show'
Finds a Way to Laugh At
Illness
0 shares

FEATURED STORY

invented under such creative names as "Doissants," "Crognets," "Dough'Stants," and "Cro-Nots." According to Fox, dozens of Cronut-like pastries invented under such creative names as "Doissants," "Crognets," "Dough'Stants," and "Cro-Nots" have tried to mimic Ansel's creation.

Moreover, a [spokesperson](#) for Ansel's bakery said they have "received threatening emails from associates and family members of infringers threatening to direct the public and third parties to not support the business of our small bakery for nothing more than vindictive purposes."

Can the Cronut possibly live up to the hype? According to [Business Insider](#), talk is cheap. After a taste test that many New Yorker's might sell a limb to experience, the lucky testers declared "The Cronut is "pretty good."

"It tastes a lot more like a doughnut than a croissant, though it's got a nice crunchy layer on the outside."

Plus, they added that the vanilla cream wasn't an extraordinary addition, and it even made the pastry a bit soggy. Their final words of wisdom: "It's probably not worth waiting an hour in line for, unless you're truly crazy about pastries."



Most people have chosen to disregard the advice and maintain the chase for the Cronut. But things really hit the fan on July 3 when a man posted on Craigslist that he would be willing to trade his Cronut in exchange for sexual favors, according to the [Huffington Post](#).



Meet the Man the U.S. Left Behind to Die

Seeking Cronut Slut - m4w - 34 (Downtown)

I want a dirty little slut who is willing to blow me for a genuine Dominique Ansel Bakery cronut.

White male, 34, w, clean, dd free w fresh cronut's, daily.

Realize I'm the only

Seeking females only.
Send description.

• It's NOT ok to contact this poster with services or other commercial interests

Posting ID: 3496621161 Posted: 2013-06-26, 2:10PM EDT [email to a friend](#)

Whether or not the Cronut really deserves its reputation, only the most ambitious foodies will be able to tell you. But one thing is for sure, Chef Ansel has truly done something groundbreaking, and he's sent New Yorkers into a frenzy trying to get their hands on his one-of-a-kind creation.


Picture Credit: Fox News

 4  2429  108  16 

Sign up to join the discussion

Reply 

The Discussion

 Loading Comments

policymic

About Us
Our Team
Privacy Policy
Terms of Service
Jobs
Feedback
Contact Us

Sections
All Topics
Politics
World
Culture
Miscellaneous
Business
Science
Media & Tech

Our Platform
Write for PolicyMic
Comment Policy and Community Principles
How PolicyMic Works

Team Blogs
Editors' Corner
Developers' Debates

Copyright © 2012 Mic Network Inc. All rights reserved.

SORTED

My Cookbook

LOG IN



Home All Recipes Meal Packs Skills FridgeCam Shop About



Search for recipe here ..

Search



HOW TO MAKE CRONUTS

We've had so many requests for these over the last few weeks that we couldn't wait any longer ... So here's our video for CRONUTS!

Cronuts are a mix between a croissant and a doughnut/donut, and are the most gorgeous sweet treats that have been taking over Manhattan and London for the last couple of months! Dominique Ansel may have started them, but we've shared with you a recipe courtesy of EDD KIMBER to bring them to you guys!

Ingredients & Recipe

Comments

Welcome to SortedFood...
The online hub for beginners & pros.
There are hundreds of quick, easy, delicious recipe videos plus a whole load of skills, tips & tricks and cool food stuff from around the web.
Whether you want to get smarter at cooking, save some money, or just have a good laugh in the kitchen, we can definitely get you SORTED.

Recent Topics

- Megaburgerpizza gets ... Sorted
- How to make Checkerboard Cake
- Why you should be eating Brazil Nuts
- How to make a Townie
- More Topics...

Select a recipe playlist

Beef

Chicken

Lamb

Pork

Fish & Seafood

Vegetarian

Healthy

Soups

Like Send 471 people like this Sign Up to see what your friends like

OUR CRONUT BLOG



YOU MAY ALSO LIKE...



Pastas & Risottos

Curries

Stews & Slow Cooks

Salads

Snacks & Starters

Breakfasts

Baking

Desserts

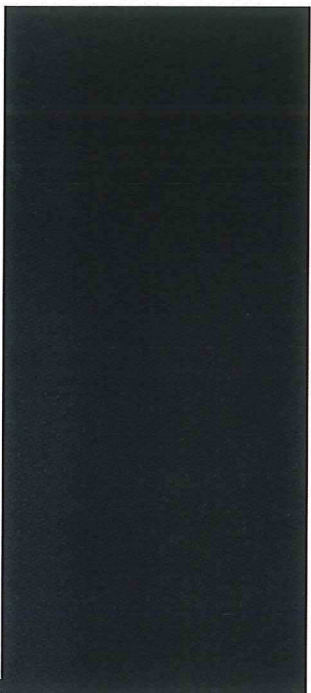
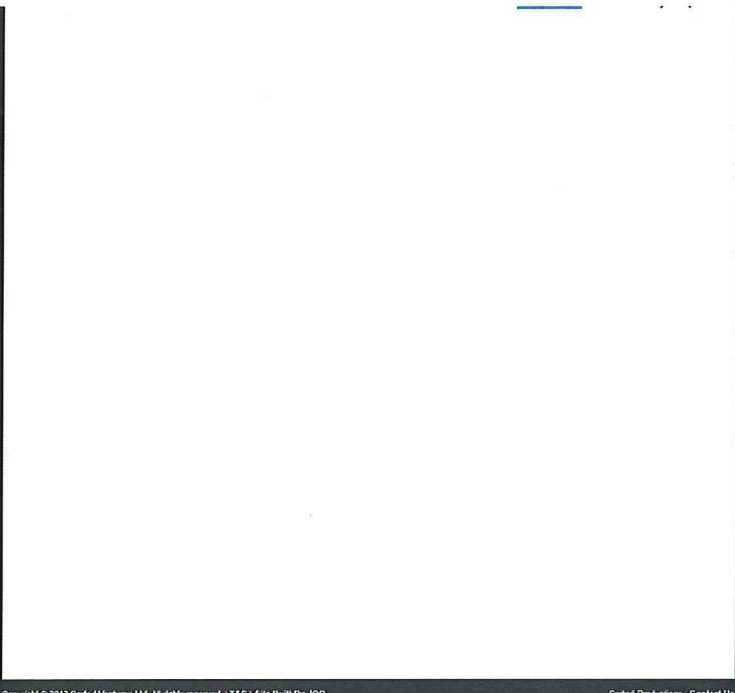
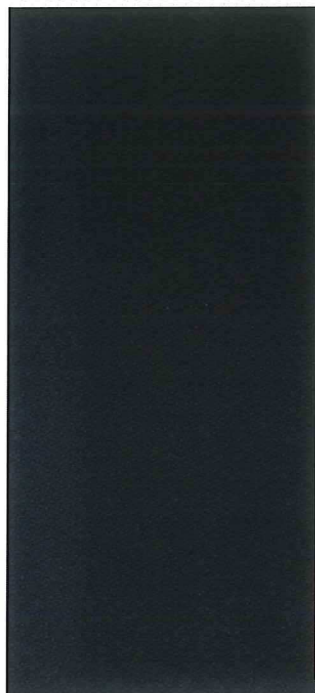
Cooking Conversions

TWEETS ABOUT "SORTEDFOOD"

Instagram #sortedfood



view more of your photos



[Find a Job](#) | [Amazon Videos](#) | [Feedback](#)

Friday, Sep 27 2013 9PM 69°F 12AM 67°F 5-Day Forecast

MailOnline

News

[Home](#) | [U.K. Home](#) | [News](#) | [Sport](#) | [U.S. Showbiz](#) | **[Femail](#)** | [Health](#) | [Science](#) | [Money](#) | [RightMinds](#) | [Travel](#)

[Columnists](#)

[News Home](#) | [Arts](#) | [Headlines](#) | [Pictures](#) | [Most read](#) | [News Board](#)

[Login](#)

Make your own Cronuts: DIY manual allows food-craze fans to avoid the lines by making their own sugary treats at home

- The always-sold-out pastries can now be made from the comfort of your own kitchen
- Invented by baker Dominique Ansel, cronut fans have taken over SoHo standing on line for hours
- They have even spawned an underground baked goods-based economy

By DAILY MAIL REPORTER

PUBLISHED: 11 40 EST, 11 August 2013 | UPDATED: 10 26 EST, 15 August 2013

[Facebook](#) [Twitter](#) [Google+](#) [LinkedIn](#) [StumbleUpon](#) [520 shares](#)

[31](#) [View comments](#)

Why stand in line all morning when you can make your own Cronuts in about an hour?

First sold by the Dominique Ansel Bakery in New York, the croissant-doughnut that took over the city's SoHo neighborhood earlier this year can now be made from the comfort of your own kitchen.

The good news? You don't need any croissants, doughnuts or an alarm clock.

Site Web Search



[Like MailOnline](#) [Follow @MailOnline](#)

FEMAIL TODAY

Picking the healthy option? Kim Kardashian grabs a Vietnamese take-away and Diet Coke in LA after she 'eliminates carbs' Losing her baby weight



Your life is going



Behold: Dominique Ansel's cronuts can now be had without hours on line or by paying through the nose on Craigslist

The ingredients for the dough are all fairly common: Butter, an egg, flour, milk, salt, sugar, water and yeast. A fancy French market isn't necessary, any supermarket will do.

According to the recipe from Googly Gooeys, the first step is to combine the salt, yeast butter, flour and sugar and blend in a food processor while heating the milk and water on a stove.

More...

- Manhandling a dying dolphin, eating endangered squid and spreading graffiti in beauty spots... The world's worst tourists revealed
- Doctors discover 'super honey' with amazing power to treat soldiers' wounds and kill superbug infections

to be much better if you apologize! Jimmy Kimmel reveals details of threatening phone call from Kanye West
Stars' showdown...



Looking Jolie nice! Angelina shows off her slender figure in cigarette thin black trousers and matching sheer vest
Shopping in Australia



Pictured: Robert Pattinson on date with Sean Penn's daughter Dylan at Hollywood's iconic Viper Room nightclub
Moved on from Kristen



Too cool for high school: Kris Jenner 'fights' with Bruce over Kendall and Kylie becoming dropouts
Kris wants them out of school to make money



Has the Kardashians' bubble burst? Sisters' fashion collection slashed to as low as \$9.99 at Sears
Sears store in LA saw prices slashed



The look of love! Chelsea Clinton's husband Marc Mezvinsky can't keep his eyes off her as she steps out in bold orange dress



Once thoroughly blended and combined with an egg, the ingredients should go in the refrigerator while the dough rises.

While the yeast is doing its thing, it's time to make the filling. Combine eggs, sugar, flour and your fruit of choice, in this case oranges, and heat all ingredients thoroughly.

Once your filling is ready, your dough should be good to go.

googly goosys

HOW TO MAKE A CRONUT (CROISSANT + DOUGHNUT)

© www.googlygoosys.com, 2013.

- 1** PREPARE YOUR DOUGH

SALT (NO, THAT'S NOT A TAY CLOUDS) + FLOUR + BAKING POWDER + BUTTER + YEAST + MILK + WATER

MIX IT ON THE STOVE

COORINE WITH EGG

PLACE YOUR DOUGH IN THE GRILLER
- 2** PREPARE YOUR FILLING

EGGS + FLOUR + SUGAR + ORANGES

MIX & HEAT ALL THE INGREDIENTS.
- 3** GO BACK TO THE DOUGH FROM THE GRILLER

DRIP WITH FLOUR & BREAD

CHILL

FOLD

DRIP WITH COCOA POWDER

OUT TIME

DEEP FRY AT 350°F UNTIL GOLDEN BROWN
- 4** PREPARE THE GLAZING

STRAWBERRIES + EGG WHITE (NO, THAT'S NOT AN ANCEBA) + KING SUGAR + LEMON

► Pictured: Zac Efron enjoys a natural high posing in Peru as he sends message to fans following stint in rehab for 'cocaine addiction' Posed on Machu Picchu



► Ooh La La! Charlie Chaplin's granddaughter Kiara grabs attention away from the models in a plunging dress at Paris Fashion Week Stood out in a red dress



► Groveling Lamar Odom tries to woo Khloe Kardashian on fourth wedding anniversary with '\$100k sorry present'... but she drops his last name on Twitter





Easy as pie: You too can make Cronuts by following this diagram



What line?: Standing on-line for Cronuts is so last-month

Remove it from the fridge, roll it out and dust with flour before folding it over three times and cutting the cronuts using a doughnut cutter.

Next up is the most fun part! Deep fry each side at 160 degrees Celsius for about one minute while dumping strawberries, icing sugar, egg white and lemon into a blender for your frosting.

The icing should be ready by the time the cronuts cool down. Put it all together and you'll be ready to brag to your friends

Invented by French baker Dominique Ansel and sold at his SoHo bakery since June, cronuts fans spend hours each morning on line to buy the famous pastries - which usually sell out shortly after the bakery's 8am opening.

Cronuts have even spawned an underground economy, with pricey delivery services springing up on Craigslist.

Read more:
[Cronut Recipe](#)

Share or comment on this article



MOST WATCHED NEWS VIDEOS

 Graphic: News report shows horrific effects of	 Frisky fellal Baboon gropes TV reporter live on air	 Security man grabs topless natecrashers at	 Woman SNATCHES foul ball out of hands of distraught
--	---	--	---

Ads by Google

SugarCRM: Visionary CRM
sugarcrm.com/Visionary
Download the research to see why Gartner names SugarCRM a Visionary!
Cake Decorating Classes
www.craftsy.com/cake-decorating
Increase your cake design skills without spending a dime!

Breakfast Casseroles
www.jennies.com/Breakfast-Casserole
Try these easy and delicious breakfast casseroles from Jennie O!
The Happy Tart Bakery
www.happytartbakery.com
A Gluten Free Patisserie French Pastries, Breads, Cupcakes

MOST READ NEWS

 'Eyes gouged out, bodies hanging from hooks, and	 Horror Images of drug-users eaten alive by flesh	 Meet the self-proclaimed 'Taylor Swift of Literature'	 Hero of mall massacre revealed: Selfless Muslim
--	--	---	---


Comments (31)
Share what you think

[Newest](#) [Oldest](#) [Best rated](#) [Worst rated](#)

View all

The comments below have not been moderated.

Erpat Steve, Doha, United Kingdom, 1 month ago

To Make Cronuts, here's what you need. This is what Chef Marc used to make 6 cronuts:
Ingredients: Milk 0.045L Water 0.045L Bread Flour 0.125L Plain Flour 0.125L Dry Yeast 0.008kg
Sugar 0.035kg Salt 0.004kg Egg 1 piece Butter 0.15kg Filling 1 (Orange Filling) Orange 5
pieces Sugar 0.05kg Flour 0.025kg Egg 3 pieces Filling 2 (Pistachio Filling) White chocolate
0.11kg Cream 0.21L Pistachio Paste 0.25 kg Finishing Icing Sugar 0.2kg Egg white 0.05kg
Colorants Strawberry

Click to rate

4

3

userpete85, Irvine CA, United States, 1 month ago

Unhealthy fried donuts are awesome in the morning. Here in the US we have donut shops open
on any given Saturday morning if you'd like assistance to harden your arteries.

Click to rate

7

7

Vidolia, Nanchua, 1 month ago

want to try it, please add the measurements. No whales here though!

Click to rate

2

1

Steven, Far Away, 1 month ago

A deep fried croissant filled with sugary glop and covered in sugar? Can you say type 2
diabetes? Sounds perfectly horrible.

Click to rate

12

10

Jesler, Santa Cruz de Tenerife, 1 month ago

Don't you DARE mess with my donuts!

Click to rate

4

3

Resnam, Sandbanks, 1 month ago

So it's a cake then.

Click to rate

12

3

Advocate of Lucifer, UK, United Kingdom, 1 month ago

Well the queuing in line for cronuts is an opportunity for social media junkies to talk about. Post a pic of line with comment: "OMG! Look at the line! Hope the cronuts are worth it". Post pic of watch with comment: "It's been 90 minutes. Still in long line for cronut! They must be good!" Post pic of sad face with comment: "Waiting for cronut :(" Post pic of entering into the bakery with comment: "I'm in heaven! Cronut time!". Post pic taking bite of cronut with comment: "Definitely worth it! These are BOSS! #CronutsRule". That to some people, is a day well spent.

Click to rate  20  0

Lusua, Councils, 1 month ago

great...now we can have more whales rolling around on their motorized scooters. - umm/in, minn, United States, 11/8/2013 21:23 I've got your number, send Go back to #6!

Click to rate  6  5



Just Dina, Metropolitan, United Kingdom, 1 month ago

I have a seriously sweet tooth, but those look disgusting.

Click to rate  20  5

The Truth, World, 1 month ago

Mix 0.045L Water 0.045L Bread Flour 0.125L Plain Flour 0.125L Dry Yeast 0.008kg Sugar 0.035kg Salt 0.004kg Egg 1 piece Butter 0.15kg Filling 1 (Orange Filling) Orange 5 pieces Sugar 0.05kg Flour 0.025kg Egg 3 pieces Filling 2 (Pistachio Filling) White chocolate 0.11kg Cream 0.21L Pistachio Paste 0.25 kg Finishing: Icing Sugar 0.2kg Egg white 0.05kg Colorants Strawberry Just so people know the amounts.

Click to rate  12  3

The views expressed in the contents above are those of our users and do not necessarily reflect the views of MailOnline.

We are no longer accepting comments on this article.



Who is this week's top commenter?

[Find out now](#)



GUIDE

Search Upload

Sign in



How to make Cronuts

S SORTED Food 424 videos
Subscribe 457,600

166,867

7,102 53

Like Dislike About Share Add to Playlist Add to Favorites

Published on Aug 11, 2013

We've had so many requests for these over the last few weeks that we couldn't wait any longer... So here's our recipe for CRONUTS!

Cronuts are a mix between a croissant and a doughnut, and are the most gorgeous sweet treats that have been taking over Manhattan and London over the last couple of months! Dominique [Show more](#)

Source video Loading...
View subtitles

Uploader Comments (SORTED Food)













ajpfemdo 2 days ago

hey how come mine wont rise like yours after i cut them into ring doughnuts? (this is the same problem i've been having, help please)

Reply · · ·

SORTED Food 2 days ago

It's probably the yeast! Make sure it's in date and that the milk and water isn't too warm when you mix it. If it's too warm it can kill the yeast! It's hard to say for sure

- **Hatcho Cheesecake**
by SORTED Food
124,441 views
- **Fondant Fancies Recipe: Team Cooking**
by SORTED Food
54,337 views
- **Bubblegum Soap - Fight Club**
by SORTED Food
118,025 views
- **How to Make a Ramen Burger**
by SORTED Food
137,632 views
- **How to make Cronuts with only 6 Ingredients**
by Ditz ash
45,577 views
- **Instagram DESSERT chocolate mousse recipe cake HOW TO COOK THAT ANN**
by How To Cook That
1,421,727 views
- **Double Rainbow Cake? - SORTED**
by SORTED Food
221,532 views
- **Strawberry Doughnuts with Sorted Food**
by Jenelle Oliver
52,641 views
- **HOW TO MAKE CHEESEBURGER CUPCAKES - NERDY NUMMIES**
by Rosanna Pansino
1,372,316 views
- **Meet The Chef Behind The Cronut, The Donut New Yorkers Are Paying \$40 For**
by JB Flourelly
10,466 views
- **HOW TO MAKE KIRBY MACAROONS - NERDY NUMMIES**
by Rosanna Pansino
1,637,352 views
- **MELTED CHEESE STICKS RECIPE - SORTED**
by SORTED Food

without which you can't do it. I'm not sure where it came from but I think it's a good idea to try it without without being there but hopefully this helps!

Reply · 10 · 0 · in reply to [Brynnemae](#)

[Iris443](#) · 3 days ago

I clicked on your vid just to find out what a cronut but you explained the process so well and were so entertaining. I ended up trying the recipe and subscribing. My kids and I thank you

Reply · 10 · 0 · 0

[SORTED Food](#) · 2 days ago

Glad you enjoyed it! :D

Reply · 10 · 0 · in reply to [Iris443](#)

[Iris ramos](#) · 4 days ago

recipe is easy to follow tho i've a couple of prob with it. first in the initial rolling of the dough you made it seem like you just put it together as a ball no kneading before resting. wouldnt that prevent the gluten structure that would catch that yeast that expands? i tried it your way but on the laminating process mine is not as smooth as yours because there was no kneading and had cracks at the end which was hard fix and the end though also didnt rise like urs after 13 hours in the fridge

Reply · 10 · 0 · 0

[SORTED Food](#) · 4 days ago

We didn't knead it in the beginning. It's very soft and sticky so it goes into the fridge, then we roll it rather than knead. There's a few things that could have gone wrong with the yeast but it's hard to know! The milk might have been a little too hot, or the yeast might be too old? Hope that helps a bit!

Reply · 10 · 0 · in reply to [Iris ramos](#)

OTHER RECIPE: [Baked Apple Pie](#) · [Baked Apple Pie](#) · [Baked Apple Pie](#) · [Baked Apple Pie](#) · [Baked Apple Pie](#) · [Baked Apple Pie](#) · [Baked Apple Pie](#) · [Baked Apple Pie](#) · [Baked Apple Pie](#) · [Baked Apple Pie](#)

Top Comments

[SORTED Food](#) · 2 weeks ago

Hi in the video it gives the total - 250g of flour (125g plain and 125g strong flour). There is a conversion page on our website for grams to cups!

Reply · 5 · 0 · in reply to [Boryn Ch](#) ([Show the comment](#))

[MaulydaDian](#) · 4 days ago

OOHHH I JUST LOVE BEN SOOOOOOOOO MUCHHHHHH!!

Reply · 5 · 0 · 0

All Comments (652)

[Sign in](#) now to post a comment

[penda saless](#) · 19 hours ago

by [SORTED Food](#)
175,254 views

CHOCOLATE ECLAIRS RECIPE - SORTED

by [SORTED Food](#)
182,023 views

5 Foods To NEVER Eat

by [Eat More Fat Loss](#)
2,721,194 views

13:19

CRONUTS RECIPES

by [SORTED](#)

HOW TO MAKE CRONUTS (How to video)

by [CookingwithKarna](#)
26,272 views

2:53

MACARONS RECIPE R JENNA MARBLES - SORTED

by [SORTED Food](#)
516,519 views

7:45

Peanutbutter & Caramelised Banana Tarts - Spotlight: Edd Kimber

by [SORTED Food](#)
23,710 views

7:13

How to make Cronuts and Croissants at home Video Recipe cheekyricho

by [cheekyricho](#)
19,261 views

1:02

Croissant - Taste of Paris

by [Brianna Albrecht](#)
270,510 views

5:20

How to Make Cronuts (Croissant Donuts) by Cookies Cupcakes and Cardio

by [Cookies Cupcakes and Cardio](#)
41,141 views

7:09

[Load more suggestions](#)

Why are they all good looking? Shouldn't that be like illegal..
Reply · · ·

Lyra Medina · 1 day ago
Guys you are super cutie!
Reply · · ·

TheEntertainer · 1 day ago
hey guys the only problem we are having is that that we end up with heaps of oil in the donuts , like all we can taste is oil.. it seems to seep into the donuts and just sit there lol
Reply · · ·

Lori Nunes · 1 day ago
OMG I this was the 1st video of yours that i've seen, I fell in love with you guys I You've got a follower!
Reply · · ·

DarkenIrishWolf · 2 days ago
I shall call them Doissants (dough-saunts)
Reply · · ·

Natasha Cantwell · 2 days ago
2:58 fugly lol x
Reply · · ·

Natasha Cantwell · 2 days ago
2:21 lol x
Reply · · ·

Show more



Language English

Country Worldwide

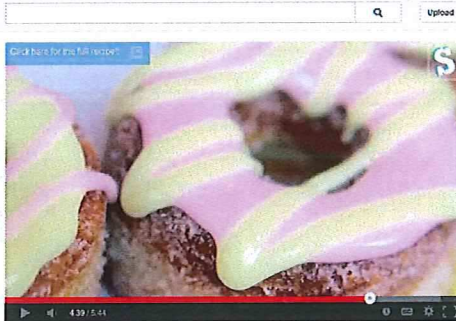
Safety Off

Help

About Press & Blogs Copyright Creators & Partners Advertising Developers
Terms Privacy Policy & Safety Send feedback Try something new!



GUIDE



How to make Cronuts

SORTED Food 424 videos
Subscribe 437,500

166,867

7:102 53

Like About Share Add to

Published on Aug 11, 2013

We've had so many requests for these over the last few weeks that we couldn't wait any longer... So here's our recipe for CRONUTS!

Cronuts are a mix between a croissant and a doughnut/donut, and are the most gorgeous sweet treats that have been taking over Manhattan and London over the last couple of months!

Show more

Source video Loading...

View attributions

Uploader Comments (SORTED Food)

ajpferrando 2 days ago

hey how come mine wont rise like yours after i cut them into ring doughnuts? (this is the same problem i've been having help please)

Reply

SORTED Food 2 days ago

It's probably the yeast! Make sure it's in date and that the milk and water isn't too warm when you mix it. If it's too warm it can kill the yeast! It's hard to say for sure

Nacho Cheesecake
by SORTED Food
121,444

FEATURED

Fondant Fancies Recipe: Team Cooking
by SORTED Food
54,797 views

Bubblegum Soap - Fight Club
by SORTED Food
118,025 views

How to Make a Ramen Burger
by SORTED Food
137,832 views

How to make Cronuts with only 6 Ingredients
by DZ arch
45,277 views

Instagram DESSERT chocolate mousse recipe cake HOW TO COOK THAT ANN
by How To Cook That
142,132 views

Double Rainbow Cake? - SORTED
by SORTED Food
211,512 views


Strawberry Doughnuts with Sortedfood
by Janelle Oliver
62,641 views

HOW TO MAKE CHEESEBURGER CUPCAKES - NERDY NUMMIES
by RosannaPantalone
1,372,316 views

Meet The Chef Behind The Cronut, The Donut New Yorkers Are Paying \$40 For
by BBC Food TV
10,406 views


HOW TO MAKE KIRBY MACAROONS - NERDY NUMMIES
by RosannaPantalone
1,037,552 views

MELTED CHEESE STICKS RECIPE - SORTED
by SORTED Food



Why are they all good looking? Shouldn't that be like Regal...


Reply · 1 · 0



Lyra Medina · 1 day ago

Guya you are super cute!


Reply · 1 · 0



TheEntertainer · 1 day ago

hey guys the only problem we are having is that that we end up with heaps of oil in the donuts. like all we can taste is oil. it seems to seep into the donuts and just sit there lol


Reply · 1 · 0



Loel Nunes · 1 day ago

OMG I this was the 1st video of yours that i've seen, I fell in love with you guys! You've got a follower!


Reply · 1 · 0



DarkenishWolf · 2 days ago

I shall eat them Dossants (dough-saunts)


Reply · 1 · 0



Natasha Cantwell · 2 days ago

2:58 fuffy lol x

Reply · 1 · 0



Natasha Cantwell · 2 days ago

2:21 lol x

Reply · 1 · 0

Show more

To: Najat Kaanache (rhowitz@bakerlaw.com)
Subject: U.S. TRADEMARK APPLICATION NO. 86008577 - CRONUTS - 48472.04
Sent: 9/27/2013 6:06:31 PM
Sent As: ECOM101@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

**IMPORTANT NOTICE REGARDING YOUR
U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED
ON **9/27/2013** FOR U.S. APPLICATION SERIAL NO. 86008577

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this [link](#) or go to <http://tsdr.uspto.gov>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from **9/27/2013** (*or sooner if specified in the Office action*). For information regarding response time periods, see <http://www.uspto.gov/trademarks/process/status/responsetime.jsp>.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System (TEAS) response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the

ABANDONMENT of your application. For more information regarding abandonment, see <http://www.uspto.gov/trademarks/basics/abandon.jsp>.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay “fees.”

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the “United States Patent and Trademark Office” in Alexandria, VA; or sent by e-mail from the domain “@uspto.gov.” For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

EXHIBIT 2

DOMINIQUE ANSEL BAKERY

189 Spring St., NY, NY 10012 | (212) 219 2773

[Home](#) • [The Chef](#) • [The Menu](#) • [Cronut™ 101](#) • [Online Boutique](#) • [News](#) • [Contact](#)

[LOGIN](#) | [SIGN UP](#)

[SHOPPING BAG](#) 0

[LIVE US ON FACEBOOK](#)

[FOLLOW US ON TWITTER](#)



The Cronut®
Half croissant, Half Doughnut
The signature pastry by Chef Dominique Ansel



Online Boutique
Currently for pick-up only



The Menu

Kouign Amann
(pronounced KOON-NIZEN, AH-BE-AN-N)



The Chef



JOIN OUR MAILING LIST

© Copyright Dominique Ansel Bakery 2011 | All photography courtesy of Thomas Schumacher unless otherwise specified | Designed by The Kitchen Studio

